



SUSTAINABLE BUSINESS CHALLENGE: SME'S, INVESTMENT, AND ECONOMIC IMPACT

Belmont University | **Zuyd University of Applied Sciences**



Overview

SMEs fuel economic growth yet face trade-offs in adopting Sustainable Production Systems (SPSs). This cross-border project examines key factors influencing SME sustainability investment in the U.S. and Europe, integrating theory, applied research, and global collaboration.

Impact

Prepares students to connect economic reasoning with sustainability strategy, enhancing analytical, collaborative, and decision-making skills in an evolving global business environment.



Research Framework

Team Formation

**4 BELMONT + 4 ZUYD
STUDENTS**

Case Selection

5 SME'S PER COUNTRY

Research Design

**FRAME KEY ECONOMIC
QUESTIONS**

Data Collection

CONDUCT SME INTERVIEWS

Analysis

**SYNTHESIZE INVESTMENT
DRIVERS**

Recommendations

**APPLY FINDINGS TO
SUSTAINABILITY STRATEGY**